Source: https://www.industrydocuments.ucsf.edu/docs/sgfm0004

Per Nancy M.S.A.

= MONTHLY INDUSTRY DATA =

1978

	Quarterly Morris Shipments	Preliminary Industry	Preliminary Share	Revised Ind. Est.	M.S.A. Industry	M.S.A. Share	Share Variance Final / Preliminary
Jan	12,973,244	46,141,654	28.11	45,978,610	45,906,737	28.26	+ .15
Feb	11,976,621	43,965,882	27.24	43,636,736	43,551,349	27.50	+ .26 cum
cum	24,949,865	90,107,536	27.69	89,615,346	89,458086	27.89	+ .20
Mar	14,078,500	52,286,929	26.92	51,742,656	51,626,329	27.27	+ .35 cum
cum (1ST QTR)	(39,028,365)	(142,394,465)	(27.41)	(141,358,002)	(141,084,415)	(27.66)	+ .25 QTR
Apr	14,100,436	50,471,874	27.94	49,974,980	49,860,099	28.28	+ .34
cum	53,128,801	192,866339	27.55	191,333,982	190,944,514	27.82	+ .27 cum
May	14,649,422	54,067,513	27.09	53,517,984	53,328,862	27.47	+ .38
cum	67,778,223	246,933,852	27.45	244,850,966	244,273,316	27.75	+ .30 cum
June	16,837,597	59,436,252	28.33	59,139,865	59,141,542	28.47	+ .14
cum	84,615,820	306,370,104	27.62	303,990,831	303,414,858	27.89	+ .27 cum
2nd QTR	45,587,455	163,975,639	27.80	162,632,829	162,588,443	28.08	+ .28 QTR
July	12,420,199	45,896,777	27.06	45,855,156	45,746,589	27.15	+ .09
cum	97,036,019	352,266,881	27.55	349,845,987	349,161,447	27.79	+ .24 cum
Aug	15,653,813	55,443,234	28.23	55,430,828	55,255,252	28.33	+ .10
cum	112,689,832	407,710,115	27.64	405,276,815	404,416,699	27.86	+ .22 cum
Sept	13,316,895	47,657,496	27.94	47,782,372	47,713,705	27.91	- .03
cum	126,006,727	455,367,611	27.67	453,059,187	452,130,404	27.87	+ .20 cum
3rd QTR	41,390,907	148,997,507	27.78	149,068,356	148,715,546	27.83	- .05 QTR
Oct	14,436,980	51,331,738	28.12		51,320,583	28.13	+ .01
cum	140,443,207	506,699,349	27.72		503,450,987	27.90	+ .18 cum
Nov	14,186,418	50,582,627	28.05				
cum	154,629,625	557,281,976	27.75				
Dec							
cum							
4TH QTR							

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